

PATENT

Express Mail No. EV352373955US

Applicant : John E. Lertzman, et al.  
Application No. : To Be Assigned  
Filed : Herewith  
Title : SYSTEM AND METHOD FOR COLLABORATIVE AFFINITY  
MARKETING  
Grp./Div. : To Be Assigned  
Examiner : To Be Assigned  
Docket No. : 50578/RRT/C995

**INFORMATION DISCLOSURE STATEMENT**  
**37 CFR § 1.97(b)**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

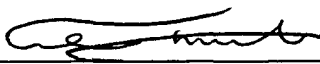
PostOffice Box 7068  
Pasadena, CA 91109-7068  
July 2, 2003

Commissioner:

In compliance with the duty of disclosure under 37 CFR §§ 1.56, 1.97 and 1.98, and in accordance with the provisions in the Manual of Patent Examining Procedure §§ 609 and 707.05(b), enclosed is FORM PTO/SB/08A/B listing the references that are known to applicant. Copies of each of the listed references are enclosed. This filing is timely because it is made during one of the periods described in 37 CFR § 1.97(b).

It is respectfully requested that the listed references be considered in the examination of this application and identified on the list of references cited on the patent issuing for this application. Applicant also requests that an initialed copy of FORM PTO/SB/08A/B be entered in the application file and returned to applicant with the next communication from the Office in accordance with MPEP § 609.

Respectfully submitted,  
CHRISTIE, PARKER & HALE, LLP

By   
Raymond R. Tabandeh  
Reg. No. 43,945  
626/795-9900

RRT/clv  
Enclosures: Form PTO/SB/08A/B, w/references  
CLV PAS513074.1-\*07/1/03 3:32 PM

FORM PTO/SB/08A/B (10-01) Substitute for PTO-1449A/B	<b>Attorney Docket Number</b>	<b>50578/RRT/C995</b>
<b>INFORMATION DISCLOSURE</b>  <b>STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)	Application Number	To Be Assigned
	Filing Date	Herewith
	Applicant(s)	John E. Lertzman, et al.
	Group Art Unit	To be Assigned
	Examiner Name	To Be Assigned

U.S. PATENT DOCUMENTS				
EXAMINER INITIALS	Cite No. <sup>1</sup>	DOCUMENT NUMBER Number - Kind Code <sup>2</sup> (If Known)	Publication Date MM-DD-YYYY	Name of Patentee
		5,466,919	11-14-1995	HOVAKIMIAN
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FOREIGN PATENT DOCUMENTS					
EXAMINER INITIALS	Cite No. <sup>1</sup>	FOREIGN PATENT DOCUMENT Country Code <sup>3</sup> - Number <sup>4</sup> - Kind Code <sup>5</sup> (If Known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	T <sup>6</sup> (✓)

EXAMINER SIGNATURE	DATE CONSIDERED
EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at www.pto.gov or MPEP 901.4. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English Language Translation is attached.	

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OTHER DOCUMENTS		
EXAMINER INITIALS	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article, title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.
		CharityWeb; <a href="http://www.charityweb.com">http://www.charityweb.com</a> ; six sheets; 8/6/2003.
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		ShopForChange; <a href="http://www.workingforchange.com/shop/index.cfm?CFID=2324062&amp;CFTOKEN=49361123">http://www.workingforchange.com/shop/index.cfm?CFID=2324062&amp;CFTOKEN=49361123</a> ; 3 sheets; 8/6/2003.
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		Charity Mall; <a href="http://www.charitymall.com/dynahtml/cmall/0/wdjGRgT7n0505UyM6sbWYw/faq.html">http://www.charitymall.com/dynahtml/cmall/0/wdjGRgT7n0505UyM6sbWYw/faq.html</a> ; 3 sheets; Ann Arbor, MI; 8/6/2003.
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		Buy For Charity; <a href="http://www.buyforcharity.com">http://www.buyforcharity.com</a> ; 1 sheet; 8/6/2003.

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		Goodpurchase.com; <a href="http://www.goodpurchase.com/main.cfm">http://www.goodpurchase.com/main.cfm</a> ; 8/6/2003

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